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Summer/
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Healthy Mothers,
Healthy Babies
The Montana Coalition
Summer/Fall '95

President's Message - by Betty Hidalgo



The 1994-1995 fiscal year has been an exciting and rewarding one for Healthy Mothers, Healthy Babies (HMHB). The Montana Children's Agenda received a great deal of support in the legislature, thanks to the involvement of local communities which stayed on top of things following the community forums. Our efforts in the "Every Child By Two" project were recognized nationally and the 1995 KIDS COUNT Data Book has been published to rave reviews.

The Cherish Our Indian Children project, thanks to a major supplemental grant from the W.K Kellogg Foundation, continues in 11 sites and has taken wing to become its own organization under Cherish Our Indian Children, Inc. An

office has been established in Kalispell and Toni Plummer has become the organization's first executive director.

Baby Your Baby completed Phase II production and the program continues to air throughout the state. We are currently working on funding for a Phase III called "Baby Your Baby Moments."

Local coalitions and other community groups helped make the 1995 Teen Day a success. We were able to bring the message of maternal and child health, especially the importance of avoiding tobacco, drugs and alcohol during pregnancy, to the forefront during Healthy Mothers Week. Dr. Judith McDonald, a family practice physician in Missoula, was our 1995 spokesperson.

Board member Joye Kohl, EdD has become chair of the steering committee and has been busy helping to bring together the local coalitions and to expand and improve communication.

Board members and staff have also been very active in the area of maternal and child health outside the organization. Kathy Toney, R.N. has become chair of the Montana Council for Maternal and Child Health. I was reappointed by the Governor to the MIAMI Advisory Council, as was our board member and medical advisor, Dr. Tom Key. Reverend Ken Moore is pursuing a doctorate in church revitalization.

Our Executive Director, Elizabeth Roeth-Espelin was a featured presenter at the National Health Policy Forum in Washington, D.C. and has been selected to the 1995 - 1996 MIT (Massachusetts Institute of Technology) Community Fellows Program.

As you can see, this has been an exceptional year for our organization and we are boldly looking toward the future. During the next year we will be expanding the HMHB Board and creating many other opportunities for people to make a difference for mothers and children in Montana.

Together, we can make 1995 - 1996 an even greater year!

OCT 19 1995

HMHB Executive Director Receives Fellowship

MONTANA STATE LIBRARY
515 E. 6th AVE.
HELENA, MONTANA 59620



Elizabeth Roeth-Espelin, RNC, MBA, Executive Director of Healthy Mothers, Healthy Babies, The Montana Coalition, has been selected to the 1995 - 1996 Community Fellows Program at the Massachusetts Institute of Technology (M.I.T.).

The M.I.T. Community Fellows Program helps community activists to acquire advanced skills and techniques in community and economic development. Only 8 to 15 fellows are selected each year from around the country.

Community Fellows receive an intensive program of training and self development while working on a project that will be implemented in their community or state. Areas covered by the program include computer technology, writing, organizational management, negotiating techniques, reactive problem-solving, program planning, proposal writing, fund-raising, media, economics, team building and organizing.

Roeth-Espelin's dual focus will be on informational technology with the goal of assisting communities in utilizing technology for day-to-day problem solving and decision making, and in developing effective programs to address adolescent pregnancy prevention.

Betty Hidalgo, RN, HMHB Board President, said "The Board feels that Elizabeth's participation in the Community Fellowship Program will be a sound investment in accomplishing our organization's mission and will bring a new level of expertise to addressing maternal and child health issues in Montana."

Roeth-Espelin has served as Executive Director of Healthy Mothers, Healthy Babies for eight years. She is nationally recognized as a coalition builder and has been a presenter at many national conferences including the National Health Policy Forum in Washington D.C.. She holds a MBA from the University of Montana, a nursing degree from Carroll College and a Certified Nurse Practitioner in Women's Health Care having received her training from Harbor-UCLA, in Torrence, California.

Montana State Library



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Memorial Gifts

A memorial gift to HMHB is a way to honor a loved one's memory by helping to improve the quality of life of mothers and children in Montana. Families of those you remember are sent a card recognizing the memorial and your generosity. For more information about memorial gifts, contact the HMHB office in Helena.

The HMHB Newsletter is published quarterly by Healthy Mothers, Healthy Babies, The Montana Coalition, Box 876, Helena, MT 59624. Phone (406) 449-8611, Fax 449-3703

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LOCAL HMHB COALITION HIGHLIGHTS

Gallatin County (Bozeman)

Coalition members contacted more than 100 schools, churches, businesses and organizations to promote Teen Day. Activities ranged from celebrations to career development and they included: an appreciation celebration, recognition to all teens performing community service in Gallatin County, selection of a Bozeman teen mayor and a superintendent of schools, and teen guest reporters and columnists in the local broadcast and print media. The coalition received financial support from the Montana Power Company, numerous local banks, and the Bozeman Senior High School student council. Other groups, such as Emerson Cultural Center, made in-kind contributions.

Central Montana (Lewistown)

The Central Montana coalition met with local school officials and received approval for a child development course in the consumer science curriculum. The school system will fund the class and has pre-registered 35 students for the fall. The coalition expanded Teen Day promotions this year, thanks in part to the help of an AmeriCorp volunteer from the Helena mayor's office. As part of the week-long activities, teens provided articles for the local newspaper and they created coupon booklets for discounts at local businesses and for radio air time.

Great Falls

The popularity of the Families Count parenting education program continues to grow, spawning a waiting list of families wishing to participate. In February, Great Falls celebrated Teen Day under the guidance of the Alliance for Youth, and the coalition also participated in a health fair where they distributed a variety of HMHB literature. A December legislative breakfast to discuss community needs received

strong community attendance and included participation from state Rep. Diana Wyatt. Last October, the Great Falls coalition distributed public service announcements to five local radio stations on sudden infant death syndrome (SIDS). The SIDS Foundation produced the radio spots.

Yellowstone Valley (Billings)

The Yellowstone Valley coalition efforts include pursuing public education using media resources, partnering with the Kiwanis Club to promote Every Child By Two, and distributing information about teen pregnancy prevention. An upcoming project teams the coalition with the Junior League to promote their "Postponing Sexual Involvement" theme. Throughout the year, local television stations carried public service announcements on low birth weight babies and the Baby Your Baby program. The coalition also participated in a recent health fair for children at St. Vincent Hospital and distributed HMHB literature. The staff designed a phone tree and the coalition's 24 members will use it to stay abreast of legislative issues affecting mothers and children.

1996 Teen Day



February 6, 1995
Montana Teen Day
Start planning now.

1995-96 Healthy Mothers, Healthy Babies Calendar

1995

SEPTEMBER

September 29	Every Child By Two IZ State Advisory Meeting	Helena
September 29-30	Coalition of Community Foundations for Youth "Building Social Capital-Fathers, Families, Youth"	Marriott Hotel Arlington, Virginia
September 29-Oct 1	Montana Chapter American Academy of Pediatrics	Rock Creek Lodge, Red Lodge

OCTOBER

	National Child Health Month	
	National Breast Cancer Awareness Month	
	National Child Health Day	
October 2	Montana Nurses Association Annual Conference	Firmon Hot Springs
October 2 - 6	Hunger & Homeless Conference	The Ursuline Center Great Falls, MT
October 11-12		
October 11	Montana Children's Alliance Meeting	HMHB-Conf Rm, Helena
October 11	HMHB-Promoting Action for Teen Health (PATH) Meeting	HMHB-Conf Rm, Helena
October 12	HMHB-KIDS COUNT Advisory Committee HMHB-KIDS COUNT Data Committee	HMHB Conf Rm, Helena Helena
October 12-13	Mountain Plains Regional Wic Conference	Bismarck, ND
October 12-13	5th Annual Rocky Mountain Childbirth Conference	Holiday Inn Missoula Parksides, Missoula, MT
October 13-15	National Healthy Mothers, Healthy Babies Biennial Educational Conference "Strengthening Linkages & Empowering Communities"	Key Bridge Marriott Hotel Arlington, VA
October 16-18	Montana Public Health Association Meeting	
October 19-20	MT Association of School Nurses Fall Meeting	Missoula
October 19-21	1995 Early Childhood Conference "Growing With Montana's Children"	Missoula Bozeman
October 27 & 28	Joint Oversight Committee on Children and Families	Helena

NOVEMBER

November 1	HMHB-Donald E. Espelin, MD Award Nominations Due	
November 2-4	"Feeding with Love & Good Sense" - Pediatric Nutrition Training	Pennsylvania
November 6-10	Intensive Pediatric Nutrition Training-U of Iowa	Iowa City, Iowa
November 13, 1995	Montana Breast & Cervical Cancer Coalition Steering Committee Meeting	METNET Video conference sites in Billings, Butte, Kalispell, Helena, Bozeman & Great Falls
November 15-18	NOAPP National Conference - "Adolescent Pregnancy & Sexuality: Uncommon Ground - Uncommon Efforts"	Mesa Pavilion Hilton Mesa, Arizona

DECEMBER

December 8-9	National Advocates for Youth Conference "Teen Sexuality: Realistic Approaches, Positive Messages"	Washington DC Washington DC
December 11-12	National Every Child By Two - IZ Partners Conference	Albert & Lynn Lundborg's
December 18	HEALTHY MOTHERS, HEALTHY BABIES CHRISTMAS RECEPTION "HMHB-Donald E. Espelin, MD Award Presentation"	Helena
December 19	HMHB-KIDS COUNT Advisory Committee HMHB-KIDS COUNT Data Committee	HMHB-Conf Rm, Helena
December 20	HMHB-PATH Meeting	HMHB Conf Rm, Helena

1995-96 Healthy Mothers, Healthy Babies Calendar

1995

FEBRUARY

February 6	MONTANA TEEN DAY-Sponsored by HMHB-PATH Task Force	
February 8-10	Montana AWHONN Section Annual Conference	Big Sky
February 8-10	Children's Defense Fund Annual National Conference - Healing America: Building a Movement to Leave No Child Behind	North Carolina

MARCH

March 20-23, 1996	Ninth National Youth Crime Prevention Conference	Crowne Plaza Hotel Miami, FL
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APRIL

April 20-27	National Infant Immunization Week	
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MAY

May 12-15	Annual Association of WIC Directors Conference	Boston, MA
May 12-19	Montana Healthy Mothers, Healthy Babies Week	

(If you would like your conference/activities listed, please contact HMHB Office 406-449-8611)

MONTANA CHILDREN'S ALLIANCE UPDATE

1995 Legislative Results

The Montana Children's Alliance had a positive impact on the 1995 Legislature. Twenty-two of the 30 policy and budget recommendations contained in the 1995 Children's Agenda received positive legislative action. Fourteen recommendations were enacted in their entirety and another eight were approved or funded in part.

Legislative action covered a broad spectrum of children's issues including health, family services, child care, education, justice, mental health and social services. Successful issues included full funding for the MIAMI Project, to improve infant death and illness rates in Montana, expanding access to care for children, funding for Tobacco Prevention and Control Programs, and Children's Dental Health. Other item included passage of the Public Health Improvement Plan to strengthen local public health, a bill to make the Joint Oversight Committee on Children and Families permanent, continuation of funding for the Big Brothers and Big Sisters program and the Montana Youth Court Act.

The success obtained in advancing the 1995 Children's Agenda was truly a partnership between grassroots individuals and organizations, legislators, state agencies and the Governor's Office.

It is important to remember, though, that while there were successes there is still much to be done to assure that in Montana "Our Children Are First." The Montana Children's Alliance will start work on the 1997 Children's Agenda this fall.

The Montana Children's Alliance is a broad-based coalition of groups, organizations and individuals interested in children's

issues. The 1995 Children's Agenda was prepared by the Montana Children's Alliance and endorsed by 46 health and social service organizations throughout the state. For more information about the Children's Alliance or for a complete copy of the 1995 Legislative Report contact the Alliance at P.O. Box 876, Helena, MT. 59624. If you or your organization would like to participate in the forming of the 1997 Children's Agenda call 406-449-8611 in Helena and you will be added to the list to receive meeting notices.

Children's Day at the Legislature



Children pose with Gov. Marc Racicot during Children's Day at the Legislature sponsored by the Montana Children's Alliance.

Project Updates

KIDS COUNT



The 1995 KIDS COUNT Data Book was released June 21, 1995. The book's advisory and editorial committees added numerous new sections to this year's edition.

Editorial contributors detailed new county sections on Medicaid assistance for children, child hunger, school enrollment and a brand new section on risk and resiliency. New state only information includes: sexually transmitted diseases, persons not covered by health insurance, and 1991-1993 median household

income.

According to Elizabeth Roeth-Espelin, Executive Director of Healthy Mothers, Healthy Babies (HMHB), there are several findings in the report that are a cause of concern. Consistent with the trend noted in last year's Data Book, the percentage of children living in poverty continues to increase. Youth violence is growing and the number of births to single teens under the age of 20 is still high, almost one out of ten. On the positive side Montana has a relatively high percentage of students graduating on time from high school and Montana's infant mortality rate continues to decline. "Since the infant mortality rate is the most sensitive indicator of a population's social welfare, this is heartening news indeed," Roeth-Espelin said.

The Montana KIDS COUNT Data Book is published annually. The goals of the project are to: improve the collection and use of data on the condition of children; increase the awareness of policy makers, care providers and the general public of the status of Montana's children; and develop a partnership with state and community leaders to activate Montana citizens to improve the well-being of its children.

The Data Book is a must for educators, health care providers, human service providers, local and state officials, decision makers and business leaders.

The Montana KIDS COUNT Data Book is available through HMHB for \$15 a copy. A separate set of county profiles is also \$15 or you can receive both for a total of \$25.

Montana Facts From the 1995 National KIDS COUNT Data Book

A state-by-state study which reports on conditions facing America's children ranks Montana 21st. The 1995 *National KIDS COUNT Data Book* also reports that between 1985 and 1992, the well-being of Montana's children deteriorated in seven areas while it improved in three.

Many kids growing up in homes without an adult male

More than 13 percent of Montana's children are living in households with no adult male present. Many of Montana's fathers don't earn enough money to support a family. More than 40 percent of all men ages 25-34 earn annual incomes less than the poverty level for a family of four (\$14,763).

More single teens becoming mothers

The rate of Montana's unmarried teen girls having children rose 36 percent from 1985 to 1992, compared to a nationwide increase of 44 percent.

Increasing number of youth arrested for violent crime

The increase in the juvenile violent crime arrest rate is a national trend, however between 1985 and 1992, Montana's rate rose 15%. Despite the increase, Montana is ranked fifty, one of the lowest in the nation.

High school dropout rate climbing

Montana's high school dropout rate climbed ten percent between 1985 and 1992. The national dropout rate fell by 11 percent during the same period.

Families Count

Families Count Project provides supportive services for parents of very young children through community-centered efforts.

The Great Falls HMHB Project helped 78 families during the last year as they attended weekly meetings, classes and social events. Parents learned parenting skills and built self-esteem, and as needed, they received personal counseling and also help with housing and income challenges.

Client families meet each week for a 2-hour period and they also attend ongoing classes such as *STEP (Systematic Training for Effective Parenting)* and *Nurturing Parenting*, as well as special, one-night sessions. The *Nurturing Parent* class engages both the parents and their children in discussions about their feelings, self-esteem, personal power, and other topics. Class time allows for positive parent-child interaction through games and song which reinforces the lessons.

Families Count offers more than classes though. It also binds communities together by hosting social activities that allow parents and facilitators to meet in more casual surroundings. Parents co-sponsor activities like pot-luck dinners, meetings to hear guest speakers, and holiday gatherings. Doing so allows parents to contribute to planning, refreshments, and other elements that make for a successful social gathering.

The organization has ambitious plans for the future. One method to extend outreach uses Head Start to train facilitators to make home visits. Families Count also planned a more structured support and summer program.

The Crow HMHB Project has ongoing programs for families including the Mother-Share and Family Nurturing Program. The Mother-Share Program is a support group for young and new mothers. The project also produces a monthly Mother-SHARE newsletter.

The Crow HMHB coalition continues to nurture and support this important support project for new and young mothers on the reservation.

Project Updates - *continued*

Cherish Our Indian Children:



In January 1995 the W. K. Kellogg Foundation provided a \$272,000 supplemental grant to the Cherish Our Indian Children (COIC) Project, continuing funding to our 11 Native American community projects.

Part of the funds are also being used to institutionalize the COIC Project under COIC, Inc.

Francis Onstad of the Babies First Program in Browning is COIC, Inc. president. The organization selected Toni Plumer as interim director. Toni is also executive director of Native Families Empowerment in Kalispell. The COIC Project office will be located there.

The COIC community projects provide many needed services for pregnant women and families. Services include outreach, healthy pregnancy information, transportation to medical care providers and social services, parenting classes, and support groups.

COIC Project Highlights:

Kalispell: Native Families Empowerment established three support groups during the last year. They are: a women's group, teen parents group, and a cultural empowerment group. The organization also provides clients with home visits for both teen and adult parents and gives these clients lessons on home care, basic living skills, and positive Indian parenting techniques. Besides education, Native Families Empowerment also acts as client-advocates with other agencies. This year, the program also reached its long-term goal to set up an immunization clinic. Flathead is the site of the first one.

Helena: The project choose Bonnie Wallis, licensed practical nurse (LPN), to replace Raymond Kroll as program coordinator. She and Marta Bromlic, also an LPN, continue to mentor almost a dozen clients. An exciting new phase for the project involves teaming up with the Florence Crittenton home and their Native American clients. The partnership will allow COIC

mentors to work with alcohol-dependent, Native American residents of the home.

Billings: To provide clients with ongoing education to prevent pregnancy problems, the local coalition uses the combination of videos and its local TV show called *Medicine Wheel*. Networking with other health agencies, such as the Deering Health Center, Maternal Child Health Services and the local MIAMI Project, helps optimize the project's services. Teens receive guidance and build self-esteem through partnerships with COIC and Planned Parenthood, and also with the Girl and Boy Scouts. Staff members are seeking alternative sources of funding such as developing a cost-reimbursement program modeled after Montana's MIAMI Project.

Butte: Since the formation of the COIC program, the North American Indian Alliance has welcomed into the world about 30 healthy, full-term babies. Knowledge gained from these mothers and babies helps the organization to custom tailor prevention and intervention programs for the area. The local project provides clients with a broad array of education programs, including: prenatal health care, nutrition, parenting classes, and FAS/FAE classes. Staff members also provide assistance for attaining G.E.D.'s, job training, and college funding.

Miles City: Representatives from twelve Native American reservations and urban centers in Montana and Wyoming attended a Native American Youth Leadership skills program sponsored by the Miles City COIC. The project plans follow up activities. Another focus is family services. By providing training, Miles City COIC hopes to reduce the need for foster care for Native American children and to improve Native American parenting skills.

Missoula: Native American babies are reaping the benefits from education efforts of the Missoula COIC. Mothers are putting a high focus on good to excellent pre-natal health care and healthy babies are the result. About half of the COIC babies born this year weighed in at more than eight pounds. The remaining babies had low birth weight due to either a mother's risk due to age, a pre-existing condition or pregnancy complications. But even these infants have gained weight and remain healthy, thanks to good post-natal care.

Fort Belknap: The local project serves a reservation population of about 2,400 residents. Of these, about 350 are children under the age of four. There's an almost even split between boys and girls. Fort Belknap COIC continues to build a network of outreach services, education and support for local area pregnant mothers and families.

Flathead: Parenting classes reach almost 150 attendees, including high school students. Teens learn parenting responsibilities by caring for models called "Real Babies" that demand full-time attention just like the live ones. Informational brochures on infant feeding, nutrition guides, and prenatal calendars, as well as a monthly newsletter on caring for a new baby, supplement Flathead's parenting efforts. And the Flathead tribal council recently adopted a new policy on children's rights and dedicated April as Child Abuse Prevention Month on the reservation. A COIC column in the local newspaper, with 3,500 subscribers (including Flathead's state representatives), gives the program great outreach. Preventative medicine is also an important focus of the local project. Flathead is proud of its 98% immunization rate for children under two years old. Drug prevention classes round out educational offerings.

Blackfeet: This year, the Blackfeet Babies First Project welcomed nine new adult clients and five newborn babies. Each of the babies' mothers received a gift pack. Staff members and volunteers continue to prepare and distribute information packets and newborn gift packs to local pregnant mothers. The Blackfeet COIC coordinates with other local area organizations such as Welfare by giving clients referrals to appropriate agencies.

Fort Peck: An incentive program uses a point system to give participating parents the opportunity to either make low-cost purchases or win prizes of baby supplies such as shampoo and diapers. Parents earn points by attending regularly scheduled appointments or parenting classes. A separate parenting program offers classes in half a dozen communities, reaching more than 50 clients in the past year. A current goal of this program is to increase the involvement of fathers. Parents and school age children draw from the vast experience of tribal elders in a special elders speaking

program. Amid smiles and laughter, the elders share tribal history and their own experiences, forming rich bonds with the younger members. And because of high unemployment, the special needs infant program is a popular method for parents to supplement their baby's dietary needs with formula.

Great Falls: President Bill Clinton responded to a letter from the COIC Program in Great Falls about the problems related to welfare reform. With reform looming in the near future, Great Falls COIC is responding by helping parents attain mar-etable education and job skills that would allow them to become financially self-sufficient. Local businesses, government agencies, and Congressman Pat Williams support the joint Great Falls COIC and JTPA program. Another joint project between the two organizations is seeking to recruit Native American foster homes in the community.

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PATH - Promoting Action For Teen Health

The PATH Task Force is currently developing a statewide adolescent pregnancy prevention plan to help combat the trend of children birthing children.

Results in the National Kids Count Data Book point to the importance of providing teens with positive role models and also of the need for supportive opportunities for teens to build self-esteem. Montana's rate of unmarried teens having children rose 36% between 1985 and 1992 and more than 13% of Montana's children are living in households with no adult male.

Montanans celebrated Teen Day on April 25, coinciding with National Youth Service Day. Communities throughout the state held events and activities aimed at recognizing the accomplishments of teens and thanking them for their contributions.

HMHB, The Montana Coalition sponsors the state's Teen Day in cooperation with many state agencies and private organizations. Joye Kohl, HMHB steering committee chair, said, "During the past four years that we've celebrated Teen Day, it has become a symbol of the importance Montanans place on our quality of life and the contributions of our youth in maintaining that quality and assuring it for the future."

PATH is in the process of updating the Youth Yellow Pages, another important project, following the 1995 legislative session. Insty-Prints stores across the state can assist communities with producing their own local Youth Yellow Pages. Contact HMHB for more information.



**1996
Teen Day
Set**

The HMHB PATH Task Force has set February 6, 1996 as the date for the 1996 Teen Day celebration. This will be the first Tuesday in February.

The PATH Task Force is in the process of developing planning kits and media tools to assist communities. These kits will be available by the end of October 1995 and will be mailed to all community organizations which have participated in past "Teen Day" projects.

If your group or organization has not received a planning kit by early November and wish to participate in "Teen Day," please contact the HMHB office in Helena at (406) 449-8611.



Baby Your Baby

In its fourth year of service, Baby Your Baby (BYB) has received almost 3,200 calls from expectant mothers and 800 calls from families with infants and young children. Expanded media outreach contributes to the continued success of the program as it moves into Phase III planning.

BYB provides outreach and education to pregnant women, as well as parents with children under three years old. Its objective is to reduce infant mortality and disease, and its resultant cost to the health care system and government assistance programs.

This spring, two television stations held Baby Your Baby months.. KTGF in Great Falls and KTVM in Missoula both featured Baby Your Baby documentaries each weekend for a month and ran public service announcements (PSAs) as well.

Development of Phase III is underway and a new format for television will be 60-second PSAs called "Baby Your Baby Moments." Stations will run these announcements throughout the day, rather than only during the news as in past years.

Greater than 40,000 Medicaid recipients received BYB information brochures with their March checks. The fliers included BYB's toll-free phone number which is 1-800-421-MOMS. Pregnant women and parents of children up to age three can call for more information about having a healthy pregnancy, preventative pediatric health care, and building a healthy childhood. HMHB also invites interested county health agencies and other health care providers to call the toll-free phone number to receive their own BYB posters and brochures.

Montana's Every Child By Two Featured in National Newsletter

The following article appeared in the Spring 1995 National Every Child By Two Newsletter.

Montana Leadership Spouses Promote "Every Child By Two"

With the leadership of three prominent women, the statewide Healthy Mothers, Healthy Babies Coalition has been mobilizing across the state to immunize children. State First Lady Theresa Racicot, former state First Lady Carol Judge, and Carol Williams, wife of Congressman Pat Williams, have spearheaded the campaign, brought visibility to the initiative, and motivated state legislative spouses to support immunization initiatives in every county.

Healthy Mothers, Healthy Babies Coalition, led by Elizabeth Roeth-Espelin, who also served as the Montana ECBT Project Director, planned carefully in order to build a successful approach. Specific strategies employed by Montana Every Child By Two have included the following:

- ♥ An information packet was developed and sent to all county public health departments. The packet contained a variety of resources to support local efforts, including a planning guide for coalition-building, a speaker's kit, a media kit with sample news releases, and clip art for use on milk carton's, T-shirts, magnets and other promotional items.
- ♥ Blue Cross Blue Shield printed 10,000 copies of a pamphlet to educate parents regarding the immunization schedule

and the importance of on-time immunization.

- ♥ Public Service Announcements featuring Theresa Racicot were produced for television and are being aired statewide.
- ♥ Partnerships involving state and local agencies and service clubs are being utilized for support of the current initiative as well as to ensure future sustainability. Local Kiwanis clubs have assisted by establishing incentive programs, promoting special clinics and providing financial resources. The Montana Extension Service endorsed the program and has been contacting the network of local extension agencies and 4-H clubs to support Montana ECBT Project in their counties.

Thanks to all the hard work involved, media saturation brought the message of timely immunization to 85% of Montana homes. In addition, site visits were made to clinics around the state to encourage long-term involvement. Eleven Community Forums were held to provide opportunities for parents to obtain one-on-one information directly from the ECBT Project Director and representatives of local health departments. Montana's ambitious 1995 ECBT campaign has been mapped out and is underway. For more information contact Elizabeth Roeth-Espelin at 406-449-8611.

CALL FOR NOMINATIONS

1995 Donald E. Espelin Award for Excellence in Maternal and Child Health

The HMHB Board of Directors has established the Donald E. Espelin Award for Maternal and Child Health in honor of Montana Healthy Mothers, Healthy Babies' founder Dr. Donald E. Espelin a retired Helena pediatrician.

The award will be presented each year to an individual who is deemed to have made a considerable contribution to improving maternal and child health in Montana. *The recipient does not have to be a health care provider.*

The HMHB Board has called for nominations for the first Donald E. Espelin Award. Nominations should be submitted to the HMHB office in Helena by November 1, 1995. The award will be presented at the HMHB Christmas Reception on December 18, 1995.

Nominations can be submitted in writing stating the persons name, occupation and accomplishments in furthering maternal and child health in Montana. Letters of support for the nomination can also be submitted.

A formal nomination application is available by calling the HMHB office in Helena at (406) 449-8611.



Healthy Mothers
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The Montana Coalition

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